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June 23, 2011

VIA ELECTRONIC & CERTIFIED MAIL

Mr. Jeff S. Jordan, Esq.
Supervisory Attorney
Complaints Examination & Legal Administration
Federal Election Commission
999 E Street, NW
Washington, DC 20463

RECEIVED
FEDERAL ELECTION
COMMISSION
2011 JUN 24 AM 7:47
CELA

Re: MUR 6472

Dear Mr. Jordan:

This office represents Diane Gooch for Congress, Inc. and its Treasurer, Ronald Gravino, Strong New Jersey, Inc., the Two River Times™, and Diane Gooch, individually (collectively "Respondents") in the above-captioned MUR. Notices of Representation for all the Respondents have previously been filed with the Federal Election Commission ("the Commission").

We have reviewed the complaint filed on or about May 23, 2011 by an individual named Vincent T. Ehmam, Jr. of Belmar, New Jersey. As detailed herein, this complaint alleges immaterial facts, incorrect facts and incorrect legal theories that fail to amount to any violation of the Federal Election Campaign Act ("the Act"), as amended, or any regulations promulgated thereunder.

Accordingly, the Commission should summarily dismiss this complaint as it has no jurisdiction over any of the Respondents but for Diane Gooch for Congress, Inc., which is a former candidate's committee that ceased operating in 2010 and has nothing to do with the direct mailer complained of that was published and paid for by Strong New Jersey, Inc., a tax-exempt political organization appropriately registered with and reporting to the Internal Revenue Service ("IRS") pursuant to 26 U.S.C. 527(j).

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FACTS

Diane Gooch for Congress, Inc. (Ronald Gravino, Treasurer) was the former candidate's committee for Diane Gooch, who was a candidate for the Republican nomination for U.S. House of Representatives in the Sixth Congressional District of New Jersey during the 2010 Republican Primary Election held on June 8, 2010. This committee filed its final report winding down its operations on December 17, 2010 and was approved for termination by the Commission on January 6, 2011. See Exhibit A.

Strong New Jersey, Inc. is a domestic non-profit New Jersey-based corporation registered as a tax-exempt political organization with the IRS under section 527 of the Internal Revenue Code. Its organizational structure was established on August 13, 2010 by filing a Political Organization Notice of Section 527 Status (Form 8871) with the IRS. See Exhibit B. As provided on its website, Strong New Jersey is "[f]ounded by small business owner, philanthropic leader and former Congressional candidate Diane Gooch, Strong New Jersey is a group of concerned citizens ready to raise their voices to preserve and promote responsible government, individual liberty and free enterprise in our state." See Exhibit C. The return address previously used for Strong New Jersey direct mail was 46 Newman Springs Road, Red Bank, New Jersey 07701. It is accurate that Strong New Jersey's Internet donation page did contain inaccurate disclaimer language that had been copied and pasted improperly by a website vendor; this language has since been corrected. No contributions were ever received through the website and it was always properly designed to deposit any electronic contributions made to Strong New Jersey. Strong New Jersey regularly reports its contributions and expenditures with the IRS by way of Political Organization Reports of Contributions and Expenditures (Form 8872). See Exhibit D.

The Two River Times™ is an award winning paid weekly community newspaper based in Red Bank, New Jersey, that has been owned by Michael and Diane Gooch since 2004. The Two River Times™ current address is 75 West River Road, Red Bank, New Jersey 07701. The newspaper's former address was 46 Newman Springs Road, Red Bank, New Jersey 07701. While the newspaper was operating at this prior location, Diane Gooch actively served as its publisher. See Exhibit E.

Diane Gooch is an individual local small businesswoman and philanthropist who resides in Rumson, New Jersey, and who serves as Chairwoman of Strong New Jersey, Inc., which she founded to advocate for responsible government, individual liberty and free enterprise.

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ANALYSIS

Putting immaterial political commentary aside, which comprises the bulk of the complaint, the complainant bases his allegations of some undefined violations, for the most part, on incorrect facts or assumptions. Accordingly, principally only a factual analysis is required in response.

First, the complainant appears to allege that a candidate's committee that does not exist is accepting campaign contributions through Strong New Jersey's website. Specifically, Diane Gooch is not a candidate for Congress and was not at any time relevant to the complaint. Her candidacy for Congress ended the night she lost the primary election on June 8, 2010. The final filing closing out her former campaign account after all liabilities were paid in full was made on December 17, 2010. The Commission acknowledged this by approving the committee's termination on January 6, 2011. See Exhibit A. Diane Gooch has formed no subsequent candidate committees. Strong New Jersey's website did have some incorrect disclaimer language at the bottom of its donation page. No contributions were ever received through the website and it was always properly designed to deposit any electronic contributions made to Strong New Jersey, not Diane Gooch for Congress's closed bank account, which would have been impossible.

Second, the complainant seems to wrongly assume that Strong New Jersey is a PAC making contributions to a candidate's committee that doesn't exist, or should be registered as a PAC. Strong New Jersey is not a PAC and is not legally obligated to register as a PAC subject to the jurisdiction of or hard money rules promulgated by the Commission. Strong New Jersey does not directly or indirectly contribute, or coordinate its activities with any federal candidates or committees. In this particular instance, none of the alleged activity—publishing a direct mailer principally focused on state issues more than a year prior to the next federal election—could even remotely constitute electioneering communications. As required by law, Strong New Jersey regularly reports its contributions and expenditures with the IRS by way of Political Organization Reports of Contributions and Expenditures (Form 8872). See Exhibit D. As indicated on these publicly available reports, Strong New Jersey does receive contributions from Diane Gooch and others, as permitted by law and without limit.

Finally, the complainant seems to allege that Diane Gooch is improperly making a corporate contribution through Strong New Jersey's use of a return address where she previously worked as publisher of a local weekly newspaper jointly owned by her and her husband since 2004. The utilization of the former address of the Two River Times for a return address on direct mailers was nothing more than a matter of needing a convenient return address, other than Diane Gooch's home address, where returned mail and surveys could easily be retrieved. Even if this activity could somehow be construed as a de

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Mr. Jeff S. Jordan, Esq.
June 23, 2011
Page 4 of 4

minimis contribution to Strong New Jersey, it is permissible under current law. Strong New Jersey is not a candidate's committee or PAC, but solely a tax-exempt political organization established under section 527 of the Internal Revenue Code.

CONCLUSION

For the foregoing reasons, the Commission should find that there is no reason to believe that any of the Respondents have violated the Act, or regulations thereunder, and this matter should be summarily dismissed.

Please do not hesitate to contact me should you have any questions regarding this response or should you require any additional information regarding the same.

Respectfully submitted,

MENNA SUPKO & NELSON LLC



Brian M. Nelson, Esq.

cc. Ron Gravino, Treasurer, Diane Gooch for Congress, Inc.
Tony Sayegh, Strong New Jersey, Inc.

12044311709



FEDERAL ELECTION COMMISSION
WASHINGTON, D.C. 20463

MS-K

January 6, 2011

Ronald Gravino, Treasurer
Diane Goech for Congress, Inc.
P.O. Box 225
Colonia, NJ 07067

Identification Number: C00477679

Reference: Termination Report (10/1/10 – 12/17/10)

Dear Treasurer:

Your committee's filing has been accepted as a termination. Your committee is no longer required to file reports on a periodic basis. If your committee has any remaining debts or residual funds, you are still responsible for settling all outstanding obligations and/or disposing of any residual funds. (11 CFR § 102.3(a)(1)) In addition, 2 U.S.C. § 432(d) and Sections 102.3(c) and 104.14(b)(3) of the Commission's Regulations require that you maintain your records and copies of reports for inspection for at least three (3) years. You may also be required to respond to Commission requests for information regarding your committee's federal election activity and previously filed reports.

If your committee again becomes active in federal elections, it will be required to re-register with the Commission in accordance with the Federal Election Campaign Act and applicable Regulations. Your committee will be treated as a new entity by the Commission and should register as a new committee on FEC FORM 1, pursuant to 2 U.S.C. §§ 432(g) and 433(a).

If you have any questions concerning your status and requirements, please contact the Reports Analysis Division on the toll-free number, (800) 424-9530 (at the prompt press 5 to reach the Reports Analysis Division). My local number is (202) 694-1171.

Sincerely,

Kendra A. Hamman
Campaign Finance Analyst
Reports Analysis Division

Form **8871**
(Rev. July 2003)

Department of the Treasury
Internal Revenue Service

Political Organization Notice of Section 527 Status

OMB No. 1545-1683

Part I General Information

1 Name of organization

Strong New Jersey Inc

Employer identification number

27 - 3235451

2 Mailing address (P.O. box or number, street, and room or suite number)

Menna Supko Nelson LLC 830 Broad Street Suite B

City or town, state, and ZIP code

Shrewsbury, NJ 07702

3 Check applicable box:

☒ Initial notice

☐ Amended notice

☐ Final notice

4a Date established

08/13/2010

4b Date of material change

5 E-mail address of organization

bnelson@mennalaw.com

6a Name of custodian of records

Ronald Gravino

6b Custodian's address

PO Box 225

Colonia, NJ 07067

7a Name of contact person

Ronald Gravino

7b Contact person's address

PO Box 225

Colonia, NJ 07067

8 Business address of organization (if different from mailing address shown above). Number, street, and room or suite number

Menna Supko Nelson LLC 830 Broad Street Suite B

City or town, state, and ZIP code

Shrewsbury, NJ 07702

9a Election authority

NONE

9b Election authority identification number

Part II Notification of Claim of Exemption From Filing Certain Forms (see instructions)

10a Is this organization claiming exemption from filing Form 8872, Political Organization Report of Contributions and Expenditures, as a qualified state or local political organization? Yes ☐ No ☒

10b If 'Yes,' list the state where the organization files reports:

11 Is this organization claiming exemption from filing Form 990 (or 990-EZ), Return of Organization with Exempt from Income Tax, as a caucus or association of state or local officials? Yes ☐ No ☒

Part III Purpose

12 Describe the purpose of the organization

Political organization influencing or attempting to influence the selection, nomination, election or appointment of political candidates.

12044311711

12044311712

Part IV List of All Related Entities (see instructions)**13 Check if the organization has no related entities** ☒

14a Name of related entity	14b Relationship	14c Address
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Part V List of All Officers, Directors, and Highly Compensated Employees (see instructions)

15a Name	15b Title	15c Address
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Ronald Gravino	Trustee	P.O. Box 225 Colonia, NJ 07067
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Mary Lindston	Trustee	6 Lincoln Avenue Rumson, NJ 07760
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Diane Gooch	Chair	Mena Supko Nelson LLC 830 Broad Street Suite B Shrewsbury, NJ 07702
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Under penalties of perjury, I declare that the organization named in Part I is to be treated as a tax-exempt organization described in section 527 of the Internal Revenue Code, and that I have examined this notice, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. I further declare that I am the official authorized to sign this report, and I am signing by entering my name below.

Ronald Gravino

08/13/2010

**Sign
Here**

Name of authorized official

Date

[Home](#) | [About Strong New Jersey](#) | [About Diane Gooch](#) | [News](#) | [Engage](#) | [Contact](#) | [Donate](#)

First & Last Name *Email Address*

About Strong New Jersey

Who We Are

Founded by small business owner, philanthropic leader and former Congressional candidate Diane Gooch, Strong New Jersey is a group of concerned citizens ready to raise their voices to preserve and promote responsible government, individual liberty and free enterprise in our state. We believe that these are the principles that make America great and keep New Jersey strong. And we believe that as citizens we have an obligation to maintain the strength and courage to fight for the (same) old business in

Why It Matters

Decades of tax-and-spend recklessness have taken a terrible toll on New Jersey – on the small businesses that are the backbone of our economy, and on the security of the people who live, work and raise their families here. Thanks to those misguided policies, people have been fleeing our state, and those who remain are wary of committing the time, energy and finances required to build the businesses that drive a strong economy. As a result, New Jersey has lost billions of dollars in revenue and is groaning under a \$10 billion deficit.

We now have a Governor who has shown a national model of decisive and responsible leadership. Strong New Jersey will provide political and grassroots support for that kind of leadership across the state. Strong New Jersey will identify and work to help implement the business- and family-friendly programs and policies New Jersey deserves.

Our Key Issues

Taxes – make them low, and keep them low, for individuals and business

Small Business – adopt policies that make New Jersey a haven rather than a Hell

A Thriving Shoreline– Protecting the Jersey Shore environmentally and economically

Healthcare – let's not turn New Jersey (or the U.S.) into Canada but enact sensible reforms

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Form **8872**
(November 2002)
Department of the Treasury
Internal Revenue Service

Political Organization Report of Contributions and Expenditures

OMB No. 1545-1696

▶ See separate instructions.

A For the period beginning 10/01/2010 and ending 12/31/2010

B Check applicable box: ☒ Initial report ☐ Change of address ☐ Amended report ☐ Final report

1 Name of organization

Strong New Jersey Inc

Employer identification number

27-3235451

2 Mailing address (P.O. box or number, street, and room or suite number)

c/o R. Gravino PO Box 225

City or town, state, and ZIP code

Colonia, NJ 07067

3 E-mail address of organization:

ron@rongravino.com

4 Date organization was formed:

08/13/2010

5a Name of custodian of records

Ronald Gravino

5b Custodian's address

PO Box 225

Colonia, NJ 07067

6a Name of contact person

Ronald Gravino

6b Contact person's address

PO Box 225

Colonia, NJ 07067

7 Business address of organization (if different from mailing address shown above). Number, street, and room or suite number

c/o R. Gravino PO Box 225

City or town, state, and ZIP code

Colonia, NJ 07067

8 Type of report (check only one box)☐ First quarterly report

(due by April 15)

☐ Second quarterly report

(due by July 15)

☐ Third quarterly report

(due by October 15)

☒ Year-end report

(due by January 31)

☐ Mid-year report (Non-election

year only due by July 31)

☐ Monthly report for the month of:

(due by the 20th day following the month shown above, except the December report, which is due by January 31)

☐ Pre-election report (due by the 12th or 15th day before the election)

(1) Type of election:

(2) Date of election:

(3) For the state of:

☐ Post-general election report (due by the 30th day after general election)

(1) Date of election:

(2) For the state of:

9 Total amount of reported contributions (total from all attached Schedules A).....9. \$ 159000**10** Total amount of reported expenditures (total from all attached Schedules B).....10. \$ 116078

Under penalties of perjury, I declare that I have examined this report, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete.

Ronald Gravino

01/03/2011

**Sign
Here**

Signature of authorized official

Date

Schedule A Itemized Contributions**Schedule A****Contributor's name, mailing address and ZIP code**Gooch, Michael
76 W River Rd
Rumson, NJ 07760**Name of contributor's employer**

GFI Group

Contributor's occupation

Financial Services

Aggregate contributions year-to-date

\$ 140000

Amount of contribution

\$ 140000

Date of contribution

10/15/2010

Contributor's name, mailing address and ZIP codeDiane Gooch for Congress
PO Box 225
Colonie, NJ 07067**Name of contributor's employer**

N/A

Contributor's occupation

N/A

Aggregate contributions year-to-date

\$ 19000

Amount of contribution

\$ 19000

Date of contribution

12/17/2010

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Form 8872 (11-2002)

Schedule B Itemized Expenditures		Schedule B
Recipient's name, mailing address and ZIP code Slim Kemp Consulting 5 Havitt Ave Bronxville, NY 10708	Name of recipient's employer N/A Recipient's occupation N/A	Amount of Expenditure \$ 8789 Date of expenditure 10/08/2010
Purpose of expenditure Consulting		
Recipient's name, mailing address and ZIP code TD Bank 1388 Highway 9 Old Bridge, NJ 08857	Name of recipient's employer N/A Recipient's occupation N/A	Amount of Expenditure \$ 15 Date of expenditure 10/08/2010
Purpose of expenditure Bank Fee		
Recipient's name, mailing address and ZIP code Penn Consulting Group Inc PO Box 159 Rumson, NJ 07768	Name of recipient's employer N/A Recipient's occupation N/A	Amount of Expenditure \$ 300 Date of expenditure 10/05/2010
Purpose of expenditure Web Development		
Recipient's name, mailing address and ZIP code Morris Supko & Nelson 830 Broad St Ste B Shrewsbury, NJ 07702	Name of recipient's employer N/A Recipient's occupation N/A	Amount of Expenditure \$ 5542 Date of expenditure 10/11/2010
Purpose of expenditure Legal Fees		
Recipient's name, mailing address and ZIP code TD Bank 1398 Highway 9 Old Bridge, NJ 08857	Name of recipient's employer N/A Recipient's occupation N/A	Amount of Expenditure \$ 10 Date of expenditure 10/15/2010
Purpose of expenditure Bank Fee		
Recipient's name, mailing address and ZIP code Jamestown Associates 5 Mapleton Ave Suite 300 Princeton, NJ 08540	Name of recipient's employer N/A Recipient's occupation N/A	Amount of Expenditure \$ 50082 Date of expenditure 10/22/2010
Purpose of expenditure Client Fee		
Recipient's name, mailing address and ZIP code Jamestown Associates 5 Mapleton Ave Suite 300 Princeton, NJ 08540	Name of recipient's employer N/A Recipient's occupation N/A	Amount of Expenditure \$ 13270 Date of expenditure 10/25/2010
Purpose of expenditure Production		
Recipient's name, mailing address and ZIP code Ronald Gervino Consulting PO Box 116 Colonia, NJ 07067	Name of recipient's employer N/A Recipient's occupation N/A	Amount of Expenditure \$ 20 Date of expenditure 11/01/2010
Purpose of expenditure Courier		
Recipient's name, mailing address and ZIP code Jamestown Associates 5 Mapleton Ave Suite 300 Princeton, NJ 08540	Name of recipient's employer N/A Recipient's occupation N/A	Amount of Expenditure \$ 16799 Date of expenditure 11/03/2010
Purpose of expenditure Production		

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Recipient's name, mailing address and ZIP code
 Elias Kemp Consulting
 5 Hewitt Ave
 Bronxville, NY 10708

Name of recipient's employer
 N/A
 Recipient's occupation
 N/A

Amount of Expenditure
 \$ 8982
 Date of expenditure
 11/08/2010

Purpose of expenditure
 Consulting

Recipient's name, mailing address and ZIP code
 TD Bank
 1396 Highway 9
 Old Bridge, NJ 08857

Name of recipient's employer
 N/A
 Recipient's occupation
 N/A

Amount of Expenditure
 \$ 15
 Date of expenditure
 11/08/2010

Purpose of expenditure
 Bank Fee

Recipient's name, mailing address and ZIP code
 The Stoneridge Group LLC
 554 W Main St Fl 3
 Buford, GA 30518

Name of recipient's employer
 N/A
 Recipient's occupation
 N/A

Amount of Expenditure
 \$ 1250
 Date of expenditure
 12/14/2010

Purpose of expenditure
 Tech Support

Recipient's name, mailing address and ZIP code
 Elias Kemp Consulting
 5 Hewitt Ave
 Bronxville, NY 10708

Name of recipient's employer
 N/A
 Recipient's occupation
 N/A

Amount of Expenditure
 \$ 8821
 Date of expenditure
 12/01/2010

Purpose of expenditure
 Consulting

Recipient's name, mailing address and ZIP code
 Sayegh, Tony
 5 Hewitt Ave
 Bronxville, NY 10708

Name of recipient's employer
 N/A
 Recipient's occupation
 N/A

Amount of Expenditure
 \$ 2000
 Date of expenditure
 11/23/2010

Purpose of expenditure
 Travel

Recipient's name, mailing address and ZIP code
 Ronald Gravino Consulting
 PO Box 235
 Colonia, NJ 07067

Name of recipient's employer
 N/A
 Recipient's occupation
 N/A

Amount of Expenditure
 \$ 23
 Date of expenditure
 12/08/2010

Purpose of expenditure
 Courier

The Two River Times

News

A New Location, New Publisher For TRT™

RED BANK – Two River Times™ owners Mickey and Diane Gooch announced last Friday that Ellen McCarthy will take over the role of publisher of their award-winning weekly newspaper.

Diane Gooch is stepping down as publisher to focus on her philanthropic and political interests.

Gooch is the founder and executive director of Strong New Jersey, an organization she founded to advocate for "responsible government, individual liberty and free enterprise" in the Garden State.

"Serving the community is my passion," said Gooch. "Doing so by publishing The Two River Times™ has been an honor, a pleasure, and a learning experience. I am proud of the journalism we created since I took over as publisher. Helping serve our loyal readers and advertisers has enabled me to grow intimately familiar with the concerns of our neighbors and small business owners. I look forward to continuing to fight for our beautiful corner of New Jersey through my philanthropy and advocacy work."

McCarthy was formerly Custom Content Editor for The Asbury Park Press, where she served as department head and editor-in-chief of glossy magazines, including In Jersey, 400 740, Good Life at the Jersey Shore and On The Run.

McCarthy, who lives in Fair Haven, began her career at The Daily and Sunday Register, where she served as assistant features editor from 1987 to 1989.

Her later positions include section editor at The News Tribune, special sections editor at The Star Ledger and women's news editor at The Asbury Park Press.

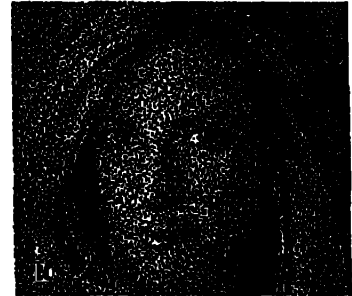
From 1995 to 2000, McCarthy was employed by the Diocese of Trenton as Assistant to the Vicar. In that role, she was responsible for public relations, volunteer coordination, community and media relations, fundraising and development.

McCarthy began her first week at The Two River Times™ on Monday, June 13.

"I am honored to be part of The Two River Times™ tradition of journalism excellence and commitment to the communities we serve. And, I look forward to an exciting new chapter in TRT™ history as we offer more reasons to make us your first choice for news, arts and culture in the Two River landscape."

McCarthy's hiring follows the relocation of the The Two River Times™ from its previous offices at 46 Newman

EMAIL A FRIEND



Ellen McCarthy



12044311718

Springs Road to 75 West Front Street, just down the street from 3 West Front Street, where the newspaper was founded by Claudia Ansorge in 1990.

"We are delighted to welcome Ellen McCarthy as the new publisher of The Two River Times™, said TRT™ owner Mickey ~~Coach~~. "We know she will continue to build the newspaper and serve our readers and advertisers, and she has our total confidence and support. It is a proud day as owners to have attracted such an accomplished newspaper professional."

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